

ROOMINESS AND COMFORT
FEATURES OF NEW CARS IN
FORD AND MERCURY LINE

Windsor, Ont.—With longer wheelbase, much roomier bodies and more powerful driving qualities, two new Ford cars for 1941 are presented by Ford Motor Company of Canada, Limited. Also announced is the redesigned Mercury 8 which also is larger, more comfortable and smartly styled.

Named the Deluxe and Super Deluxe, the Ford cars represent most complete change in body design and chassis engineering made in Ford cars in the last five years.

The wheelbase on the Fords has been lengthened by two inches, and overall length to slightly more than 16 feet. Riding qualities have been greatly improved. New long, softer springs, improved shock absorbers and a newly designed stabilizer to smooth out rough roads and maintain balance on turns, combine to provide a new level of sensation described as a "gliding ride."

The new Ford cars have the size and the roominess generally associated with cars of higher price. The new cars are longer and much broader—broad, in fact, that running boards are practically concealed. Seating widths have been increased as much as seven inches, and there is greater shoulder room and head room.

Much greater vision is afforded both driver and passengers. The new Ford cars, class area has been substantially increased, the increase being as much as 33 per cent in the coupes. The larger rear windows, of one-piece curved tempered glass, permit greater vision of the road behind.

The new wider seats are built with a soft "floating" edge. The new cars are equipped with pocketed cushion springs. Springs are covered with a thick, rubberized pad. The driver's seat, adjustable over a 4 1/2 inch range, rises as it slides forward, making better vision and easier control possible for drivers, regardless of their stature.

The new design of the Mercury car creates an immediate impression of roominess combined with streamlined grace. From the widely spaced headlights to the sloping rear, the new Mercury has been designed as a complete unit, with body sides flaring out over semi-concealed running boards.

Windshield and window areas have been increased to permit greater vision for drivers and passengers. This, in combination with the slightly higher position of the driver's seat, contributes to driving safety and ease of handling.

The Mercury retains the 95 horsepower V-type 8 cylinder engine and the power to weight ratio which has been a major factor in its flashing performance, but transmission gear ratios have been changed to give even greater acceleration.

Interior treatment is entirely new and is designed to give a bright, spacious effect. Tones are lighter and in complete harmony, and close attention has been paid to every interior detail.

The Mercury ride has been completely re-engineered. The lower, softer springs are slower in action and, oper-

ate with improved shock absorbers. A new ride stabilizer has been perfected which holds the body steady under all road conditions and maintains balance on curves or in heavy crosswinds.

A feature which combines safety with comfort is the adoption of wider wheel rims and larger tire sizes. The new rims with a 5-inch base in combination with 6.50 tires increases the tractive surface on the highway. This reduces skid danger and tends to control minor jolts.

In the Ford cars there are five body styles in the Deluxe and seven in the Super Deluxe lines. Available in both are the Fordor and Tudor sedan, coupe with auxiliary seats, business coupe with auxiliary seats, a convertible club coupe with automatic top, and a sedan coupe, new this year, are also available in the Super Deluxe.

This year a station wagon, has been added to the list of Mercury body types which includes a sedan with two doors; a town sedan with four doors; a six passenger sedan coupe; a coupe, with or without extra folding seats, and a sporty club convertible. The latter features an automatic top actuated by two electric motors which operate under any condition regardless of whether the engine is running.

Old Uncle Ernie had been very much occupied all by himself over in a corner near the fireplace. He was working industriously with a stub of a pencil and a piece of paper. Suddenly he stopped up happily.

"Doggone!" he exclaimed. "If I ain't learned to write."

Max got up and looked over the scrawled lines across the paper. "What do it say?" he asked.

"I don't know," replied Uncle Ernie, puzzled. "I ain't learned to read yet."

ALBERTA POOL DELEGATES MEETING - CALGARY

The 18th annual convention of the Alberta Wheat Pool opened in the Palliser Hotel at 10 a.m. on Tuesday, November 26th. Lew Hutchinson, chairman of the board of directors, called the meeting to order. In his opening remarks Mr. Hutchinson referred to the European war and said, "all of us as individuals and as an organization are willing to do our bit in bringing this terrible war to a right conclusion."

Mr. Hutchinson mentioned an important matter which he intended to deal with, namely, the reorganization of the Wheat Pool setup and change in the constitution, and expressed the belief that sound commensurate and sound judgment would lead to a just and equitable decision being reached. Mr. Hutchinson also referred to the absence from the convention due to illness, of Ben. S. Plummer, of Saskatoon, director for south Calgary.

John Fowle, of Medicine Hat, elected chairman for the convention sit, and H. I. Montgomery, of Nanton,

St. Michael's & All Angels' Tea And Bazaar

Very Successful

Saturday afternoon proved to be ideal for the tea and bazaar sponsored by the W. A. of the Anglican Church. The weather, church members and friends from town and country combined to make the afternoon most successful, socially and financially. The treasury was varied by approximately \$120.00.

The winner of the box of Mrs. Albert Meyer's choice chocolates was Mr. A. D. Strimmon who had the lucky ticket. Doreen Isard won the large, delicious Fruit Cake which was raffled. The fruit for the cake had been donated by Mrs. Ridley and Mrs. Percy Wright baked it. Mrs. Jan MacKenzie supplied almond paste, and Mrs. Keeling kindly put on the decorative icing.

Mr. W. E. Hall of Calgary held the winning ticket on the 19th to turkey donated by Mrs. Thirion.

Mrs. G. O. Wright and Mrs. Lillian Conzen the tea and were assisted by Mesdames Patterson and Mrs. McNeill.

Mrs. G. H. Patrick and Mrs. J. D. Downie were in charge of the dainty fairy work and novelties.

Delicious home made candy was sold by Mrs. Jan MacKenzie and Mrs. Leslie Pearson.

Mrs. Percy Wright and Mrs. C. Lambert had charge of the dainty home-cooked delicacies.

The ladies of the W. A. extend sincere thanks to all who in any way helped to make the whole undertaking such a success.

Hon. D. Bruce MacMillan

Is now minister of agriculture, succeeding Hon. D. B. Mullen in the Alberta Government.

CARD OF THANKS

We wish to express our thanks and appreciation to our many many friends and neighbors during our sad bereavement.

Mrs. Brown and Family.

MR. BREDY SPEAKS

Paul P. Bredy of Winnipeg, president of the Canadian Wheat Pool, addressed the Alberta Wheat Pool delegates' convention Thursday morning. He said the Canadian Wheat Pool has been the strongest farm organization in the west and has obtained more for the farmers than any other organization. "Now, more than ever, Canadian agriculture needs an ever-embracing organization that will speak with one voice for the farmers," Mr. Bredy said.

—The Budget

THE "OTTAWA SPOTLIGHT"

(Weekly Review of National Affairs) By M. McLaughlin

Ottawa, December 5th.—The minister of national defence, Mr. Bennett, is now in Britain where he will remain for some weeks, conferring with British government and war office leaders. With him is Major General Blair, chief of the general staff. In a short time Mr. C. D. Howe, minister of finance, will also visit London. In this way the government is keeping in close touch with the situation in the "Fourteen" of Britain and from information received, can first hand in the front line of battle direct this country's efforts in the most effective channels. This close liaison must obviously be the greatest practical value not only to Canada but to Britain as well. The Canadian minister can explain to the British authorities the true measure of the effort that Canada is making in the common cause and the extent of aid that will be forthcoming from this country. Mr. Howe who ministers the industrial war effort of this country is the fifth Canadian minister to visit Britain since the war began. The first was Mr. Crerar, minister of mines and resources and the late Norman Rogers, former minister of national defence. The minister of agriculture, J. G. Gardiner was the most recent visitor to London. He has reported to parliament on agreements he has made with the British Ministry for the supply of agricultural produce to Britain during the coming months.

Parliament is adjourning until February 17th. The recess is a long one, but in January the important Dominion-Provincial conferences will get under way. The minister of defence will report will be held at Ottawa. It will take time to discuss fully the recommendations of the body of experts who for almost three years have been carrying out a careful study of the financial and economic relations of the Dominion and the Provinces. Dominion and Provincial representatives will be given every opportunity to present their views on the recommendations of the report. There is no thought of curtailing the discussion.

The session has been devoid of legislation. Its main object has been a presentation of the hours of work in Canadian war industries, minister of labor Norman MacLarty has told the house of commons. With the word of damage to industrial centres in Britain, and of shipping losses "this is no time for us to be thinking of maintaining standards which do not take into account the urgency of the situation." "We are going to the war, the minister declared, is the paramount consideration and sacrifice is unavoidable." The working week may be increased from 44 to 48 hours.

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MEETING OF INDEPENDENTS OF GLEICHEN CONSTITUENCY

There was held in Strathmore Wednesday a large meeting of the delegates of the Gleichen Independent Provincial Constituency Association.

Several matters were discussed, many of which are of special interest to the various M. L. A.'s of the independent group.

An important meeting will be held in Edmonton Saturday, December 14, to lay plans and policy to follow at the session to be held in the coming year. Delegates coming from the meeting to attend the Edmonton meeting were Messrs. D. J. McKinnon, M. L. A., Mayor V. S. Hughes and J. Morton McEwen, Secretary.

23RD BATTERY

Part 2 Drill Orders
Place—Strathmore Memorial Hall.
Date—Friday, Dec. 6; Mon. Dec. 9.
Time—1200 Hrs.

Dress—Battle Dress (Berger) and Dress Shirts.

Training—
Friday, December 6th—
1200-1500 Hrs.—Roll Call and Uniform Inspection.

1500-2100 Hrs.—Physical Training.
2015-2050 Hrs.—Gun Drill Sub-Section 1, Rifle Drill Sub-Section 5, Rifle Drill Sub-Section 1 and 2.

2015-2100 Hrs.—Rifle Shooting Sub-Section 2.
2000-2125 Hrs.—Gun Drill Sub-Section 3, Rifle Drill Sub-Section 3 and 4, Rifle Drill Sub-Section 5.

2125-2130 Hrs.—Dismissal.
Monday, December 9th—
1200-1500 Hrs.—Roll Call and Uniform Inspection.

1500-2015 Hrs.—Physical Training.
2015-2050 Hrs.—Gun Drill Sub-Section 1 and 2, Rifle Drill Sub-Section 1 and 2.

2015-2125 Hrs.—Rifle Shooting Sub-Section 4.
2000-2125 Hrs.—Gun Drill Sub-Section 3, Rifle Drill Sub-Section 1 and 2.

2125-2130 Hrs.—Dismissal.
W. L. McKenna, 2nd Lt., 23rd Battery

Town Council

Council spent a busy night Tuesday, but no problems that have arisen since their last meeting.

Rates for the skating rink have been dropped this year. A family (three) five dollars, man's \$2.50, wife \$2.00, high school students \$1.00, and all others fifty cents.

Councillor Jimmy Gannon was appointed manager of the rink, to look after the Council's interests.

The Council have a large number of young trees to plant in the spring, and also have a number of trees in varieties and quantities of each, reserved for them will be taken care of.

The Council also passed a resolution that in its opinion the recommendations of the Royal Commission on Dominion-Provincial Relations be put into effect at the earliest opportunity.

The Resolution to be sent to the Right Hon. W. Lyon Mackenzie King, Premier of Canada and copy to Premier Abernethy.

CURLERS - NOTICE

All rinks should be entered by Saturday, December 7th, to the Secretary, Mr. Glenning. Curling starts Monday next.

BRITAIN'S INDUSTRIAL CAPACITY

Recently announced figures of United Kingdom trade output encourage news. For the first seven months of the present year, in spite of extraordinary demands at home, and the threat of supply action of the high seas, Great Britain not only maintained her position as a great exporter, but actually increased by some 10,000,000 the total of her manufactured goods shipped abroad during the January-July period, as compared with the same period in 1939.

Total exports for the seven months aggregated £225,000,000.

Naturally the character of the goods exported has changed from the pre-war years. There is an almost inexhaustible domestic demand for machinery, ships and aircraft. Offsetting declines in exports of this nature have been increases in the shipment of pottery, electrical goods, chemicals and dyestuffs, and manufactured textiles.

With the greater part of the European market closed to her, Britain was obliged to find other fields for the

placing of her exportable surplus, so larger quantities of British manufactures are now being sold in Canada, the United States and Latin America. Canada's imports from the Motherland have shown a steady increase since August, 1940, above a total value of \$105,000,000, or thirty-six per cent more than in the same period in 1939.

When it is considered that every factory in the United Kingdom which can do so is being turned out military supplies, it is not surprising that the volume of the nation's exports is undeniable evidence of Britain's great industrial strength, as well as of her continued capacity to produce for the channels of commerce. —Telegraph Journal.

New Ford Cars for 1941 Are Larger



ROOMIER BODIES and improved riding qualities are combined with smart new appearance in the new Ford cars for 1941. Presented by the Canadian Ford Company in two lines the De Luxe and the Super De Luxe Fords are built with a longer wheelbase to provide for longer and broader bodies. Running boards are partially concealed. Seating widths have been increased as much as seven inches and there is greater shoulder and headroom. (Left) Much better vision is afforded both driver and passengers as glass areas have been substantially increased, up to 33 per cent in the coupes. Front ends are restyled as shown in the Super De Luxe Ford above.

Ardeno

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COMING EVENTS

Wednesday Club Dance at Nightingale, Holiday, December 11th, 1940. Admission by ticket, 25c. Come and win a 1941 Victor Radio.

CHRISTMAS SPECIAL—on all Perennials, Regular \$5.00 for \$3.00. Regular \$2.50 for \$2.50. Mrs. Janice Lyons, Strathmore.

Saturday, December 7th The Ladies Aid of United Church are holding their annual Christmas Bazaar. Sale of Home Cooked and Tea in the King Edward Sample Room. Practical and Fancy Gift articles for sale. Every one welcome.

GIFTS



for MEN and BOYS

JUST ARRIVED—NEW LOT OF CURRIE NECKWEAR, CHRISTMAS BOXED, SEE THE CURRIE SPECIAL AT 59c

NEW LOT OF MUFLERS—
Priced at 95c, \$1.45 and \$1.95

SOME REAL CLASSY ZIPPER COATS—
For BOYS, at \$2.95 and \$3.75
HANKS, BELTS, BRACES, ETC.

Thos. E. Wright

Men's Better Wear

Announcement

— DENTIST —

DR. N. B. MOSS

of 322 A. 8th Avenue WEST, CALGARY
VISITS STRATHMORE FRIDAY 9:30 A.M. — 5:00 P.M.
AT THE OFFICE OF T. M. WEARS, ESQ.

• DENTIST •

DR. D. C. HAWORTH

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Calgary Office — 414 SOUTHAM BUILDING

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Pot Pourri

I know my soul hath power to know all things,
Yet she is blind and ignorant in all.
I know 'tis one of Nature's little things,
Yet to the least and vilest things am I thrall.

I know my life's a pain and but a span;
I know my sense is muck'd in every thing;
And, to conclude, I know myself a man.

Which is a proud and yet a wretched thing.
("Man" by Sir John Davies (1569-1618).)

SKIING AT JASPER

As skiing becomes increasingly popular on this continent there is a marked tendency towards ski mountaineering, following alpine terrain over a series of high camps. No more suitable country could be found for this type of skiing than Jasper National Park in the Canadian Rockies, according to C. W. Johnston, general passenger traffic manager, Canadian National Railways. "To meet this demand, routes have been established, which centre around Maligne Lake, affording long and short trips with an accommodation in comfortable chalets," he said.

COMPLETE—

A wise guy stepping up to the bus as it stopped the other morning, said to the driver, "Well, Noah, you've got here. Is the Ark full?"
The motorman answered back—"Nope, we need one more monkey, come on in."

Special Bargain Fares

CALGARY

and return 90 cents

From Strathmore
Correspondingly Low Fares
from Intermediate Stations

GOOD GOING
DECEMBER 12—13-14

RETURN UNTIL
DECEMBER 17th

Good to Carries only. No baggage allowed. For additional information and train schedules, consult Canadian Pacific Ticket Agent.

Canadian Pacific

Special Bargain Fares

MEDICINE HAT
FROM STRATHMORE
and Return
\$3.65

Correspondingly Low Fares from Intermediate Stations

Good Going
DECEMBER 13 — 14
Return UNTIL
DECEMBER 16

Good to Carries only. No baggage allowed. For additional information and train schedules, consult Canadian Pacific Ticket Agent.

Canadian Pacific

CANADIAN LEGION WAR SERVICES ESTABLISH EXCELLENT PLAN

400 SOLDIERS TAKE 1 LESSONS

Calgary Teachers Volunteer To Give Instruction

Four hundred men of the Calgary Legion have already enrolled in the new series of educational studies recently inaugurated by the Canadian Legion War Services Inc., and more of the troops are showing their willingness daily to take advantage of this program of studies for service men.

This was announced by Corporal A. G. Lowe, librarian for the troops at Mewata Park and publicity director for Legion War Services. Cpl. Lowe said that so far 15 men from the Air Force are included in the number getting school lessons by correspondence.

The plan which was introduced early this summer has met with splendid response from the men, it was said, and there was every indication it would exceed the expectations of the men who started it. Right now, the classes average from 15 to 60 men each night, four nights a week. So far, only eight or ten courses are being taught, but every class has been reported as "absolutely satisfactory," with the men keen to get everything they can from their "book-learn."

Interest is increasing every day, declared Corporal Lowe, and new applications are streaming into his office in the Library at Mewata Park.

TECHNICAL TRAINING

Courses in general science, mechanical drawing, shorthand, typewriting, radio and diesel engineering, physics, and English literature are being taught. In addition, permission has been secured to offer courses in French and German, and emphasis is being placed on teaching the soldier pupils the conversational aspects of these two foreign languages.

Courses are divided into four-week periods so that men being transferred from one part of the country can continue their studies uninterrupted. As a rule, officials are urging the men to take just one course at a time, and to specialize in that one. There was no indication that any one course was more popular than another, although a slim majority seemed to prefer the technical courses.

In general, Cpl. Lowe explained, most emphasis is being placed on elementary subjects, including material which is found in standard school grades from grade two to eight. However, a full syllabus is provided for those men who are qualified to enroll in subjects of high school standards.

TEACHERS VOLUNTEER

In Calgary, the teachers of these studies for service men are school teachers who have volunteered their services. Courses in diesel and automotive engineering are being taught at the Youth Training Centre in Victoria Park. Classes for other courses are meeting according to schedule in the West Wing of Western Canada High School. The scheme will be in operation for the duration of the war, Corporal Lowe said. Credits will be issued the men passing their courses, and will be entered on their official documents. It will make no change in their rank. The main object of the courses is to prepare the men for civilian employment after the war, and not aimed to change the military situation.

Use of the courses.

Continues as CIVILIANS
Corporal Lowe said the courses will also be given to men who train under the compulsory training plan. He explained that if the men complete their term of military service before they have received credit for the special educational course they have been taking while at camp, they can complete it when they return to civilian life. He said that it was improbable troops overseas were taking the courses, as there had been no indications yet they were being enrolled.

The promoters of the educational series for troops is the Canadian Legion War Services Inc., affiliated with the Canadian Legion but not an actual branch of that organization.

Earlier this week, it was announced in Montreal that students from among Canada's fighting forces were being registered at the rate of 1,000 a week. J. W. Gibson of the British Columbia Department of Education is in Montreal in charge of organizing the correspondence courses.

A. M. A. SERVICES

Further attention to means of improving services for motorists will be given by the Alberta Motor Association when it holds its annual meeting in the Palliser hotel at Calgary on Saturday, December 7th.
The development of Alberta's tourist trade and the need of maintaining a wide network of hard surfaced roads also will be discussed.

— TRAIN SCHEDULE —

Strathmore—
Going West No. 1 8:57 p.m.
Going East No. 2 8:02 a.m.
Calgary—
Going East No. 4 9:08 p.m.
Going West, No. 3 6:52 a.m.

SEEDTIME and HARVEST

Dr. K. W. Neely
Director, Agricultural Department
North-West Live Stock Association

GERMINATION TESTS

Farmers in the prairie provinces will be interested to learn that the Department has decided to offer germination tests of winter crop seed as a free service. In order that the tests may be thoroughly reliable, modern hermetically sealed germinators are being installed. The equipment has been designed in consultation with officials of the Production Service Plant Products Division, of the Dominion Department of Agriculture. Reports on samples submitted for testing will include remarks on the presence of weed seeds and general "soundness." Samples of seed should be taken to the nearest country elevator, or, if none is available, to the nearest line elevator. It is necessary that our country be in full operation by January 1st in order to avoid complaints in March.

In addition to the germination tests, we shall be glad to make growing tests and to report on the purity and suitability of the variety for the district concerned. If the growing test is desired in addition to germination, it is only necessary to inform the local grain buyer.

The Challenge Of The Press

What are you, the public, going to do with the world we have to write about?—was the answer a newspaper man gave when asked "What are you going to do for news when the war is over?" The public—the people—are news. What happens to them is news. Behind the greatest headlines, whether it be war—in earthquake—a flood—a loyal visit, are people. From the humble homeless to reigning monarchs here is a story that people create, and the press publishes, and gives back to the people.

To Canadians, what happens in Canada is of utmost importance. Canada is dear to them because it is their homeland. The people are Canada. What they do, the way they live, moulds this nation. It depends upon what you and I are, and what we do daily, that will shape the destiny of this young and great nation, and make the news for our papers to print. We can be Public Enemy No. 1 in our nation and the headlines by creating destruction, broken homes, panic and hate, or we can be "Nation Builders No. 1," creating united homes, by being patriotic, good ourselves, by being honest in business and by simply loving our neighbor as ourselves. What you and I are, multiplied a million times, so is our nation. We each have a part, for we are each a part of Canada.

What we see and read in the paper depends on us. The challenge is to us.

Red Hot Specials

USED CARS

1939 LINCOLN ZEPHYR

1936 BUICK COUPE

1934 CHEVROLET COUPE

1932 DE SOTO SEDAN

1930 Chrysler 66 Sedan

1929 CHEV. SEDAN

1928 ESSEX SEDAN

Used Trucks

1936 FORD 2 TON TRUCK, 187" Wheel Base
1928 CHEV. 1-TON TRUCK



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Fresh & Smoked Meats

Beef — Pork — Veal
— FRESH FISH EVERY WEEK —
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Fresh Every Thursday
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NEW WESTMINSTER

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Enjoy Safety, Comfort, Economy

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You can prepay a ticket

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NO EXTRA CHARGE

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A GOOD MEAL
will enhance the pleasure
of travel
EAT IN THE DINER
Prices Are Reasonable

Canadian Pacific

"What are you, the public, going to do about?" asks the press. What is our with the world we have to write about?

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BEEF, PORK, LAMB, VEAL, FISH, POULTRY,
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GIFT VALUES
ARE Electrical**

YOU will give more real happiness with Electrical Gifts than you could by any other choice. Electrical Gifts banish drudgery and gloom from the home . . . and introduce a new world of comfort, cleanliness and time-saving convenience—a new world of brighter living.

Modern Electrical Gifts are economical for you to buy, while their economy in operation will be greatly appreciated by recipients.

ELECTRIC IRONS
Take the guess and the hard work out of ironing.

ELECTRIC TOASTERS
Speed up breakfasts and assure perfect toast with every slice.

ELECTRIC COFFEE MAKERS
Make those delicious cups of coffee everybody enjoys.

PIN-IT-UP LAMPS
Are charming and convenient . . . and save the most precious gift of all—SIGHT.

HEATING PADS
Repulse the old-fashioned hand warmers. Comforting and safe. A boon to the invalid.

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LOCAL MANAGER
A. EASTON Rockyford

GIVE ELECTRICAL GIFTS

Chevrolet for 1941

Nowadays It Pays To Drive Chevrolet

WE CAN HANDLE YOUR MOT. OR JOB WHETHER THEY BE LARGE OR SMALL DIFFICULTIES. WINTERIZING AND TUNE-UP ARE OUR SPECIALTIES.

NEW STOCK OF USED CARS
1928 CHEVROLET COUPE
1928 CHEVROLET SEDAN
1938 CHEV. DE LUXE SEDAN
1935 CHEVROLET TRUCK
AND OTHERS.

PHILLIPS MOTORS
CHEVROLET - OLDSMOBILE
CARS & TRUCKS
M. M. IMPLEMENTS SALES
AND SERVICE
PHONE 12—

**INSURANCE—OF ALL KINDS
LIFE—FIRE—AUTOMOBILE**
VAN TIGHEN AGENCIES
PHONE 21 ● STRATHMORE

STRATHMORE STANDARD

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SONG OF COURAGE

Rise up, my heart, let not thy songs be stilled;
Most bravely all the bitter things, and cold,
Make for thyself an outlook, bright, joy-filled,
And lo, the clouds shall turn to shining gold!
Look for the bright things, and hold them dear;
So many goodly things do fill the day,
And darkest night shall hold for thee the star.
Make courage, then, thy song—a noble lay!

COURAGE

Editorial From The New York Times—
November 17th, 1940

IT HAS BEEN the "decadent" democracies that have produced the finest acts of courage in this war; the out-rigger British cruisers closing in on the Great Bear; the Finnish infantry cutting Russian columns to pieces in the grim Winter forests; French regiments, misled, betrayed, holding their place to the line like a little Verden against the German tanks and Stukas; British soldiers of the rear guard at Dunkerque and British civilians manning motor boats to take the defeated but not beaten army home; British men and women—ordinary, plain faced people who used to make a fuss about a cut finger—crawling out of their bombarded homes with the magnificent gesture of the appointed hour of the crew of the *Jervis* Day fighting their unarmed vessel against the German pocket battleship; the airman of the D. A. F. going up in all weathers, against all odds, day after day, night after night, to guard the homes and shrines of Britain; the bomb squad methodically removing time-bombs that may explode at any moment.

It is the glory and splendor of these tremendous days that the brave deeds are done without hope of reward or fame. The commanding officer has no monopoly of the precious wealth of courage. It springs up everywhere, from the immortal turf of ancient estates and from the mud and dust of streets. In the captive countries it must still exist. We know that men have died this year for liberty in Czechoslovakia, in Poland, in Norway, in the Netherlands, in Belgium. In France, in China, in the untamed mountains of Western Greece, in many a weary mile of sea. The whole earth, in the noble words of the old Greek who would be proud of his countrymen to day, is their sepulchre. Though no monument can carry all their names, their fame lives for evermore.

Still we deny courage to the German fliers who come over London? Not at all. They have testified their willingness not only to destroy and to kill but to die. But this courage of the free is a different thing. It is not madness. It is not a fanatical yearning for death. It is not personal loyalty to a leader. It is faith, a living faith in freedom. Where that faith did not exist soldiers laid down their arms and generals made base surrenders. Where it lives, and grows, and flames, no battle ever ends in a final defeat. Is democracy degenerate? Look around you. The gifted, the great, the humble, the unknown have given the answer, are giving it now as these words are written and read, in their own heart's blood. —Reprinted by Alberta Wheat Pool.

ALBERTA APPOINTS HIS RADIO DIRECTORS

Edmonton—Alberta government members of the six member board of the University of Alberta radio station have announced recently.

The representatives are—Dr. G. P. McNally, deputy minister of education; G. H. N. McKinnon, deputy minister of public works; and Dr. E. C. Campbell, provincial director of publicity.

The university members are Dr. W. A. R. Kerr, president of the university; Dean Robert Newton of the faculty of agriculture; and Donald Cameron, of the university.

The accused has been duly convicted of theft, when it was proved on further evidence, that he had actually been in prison at the time the theft was committed.

Why didn't you say so? demanded the Judge of the prisoner.

Well, said the man, apologetically, I was afraid of prejudicing the jury against me.

OTTAWA PLANS REHABILITATION

Prime Minister Assures Alex Walker Steps Are Being Taken
Prime Minister W. L. Mackenzie-King, in a letter to Alex Walker, C.M., Dominion president of the Canadian Legion, has given assurance that plans are now being formulated for the satisfactory rehabilitation of men returning to Canada following discharge from the overseas forces.

The Legion president, who wrote the prime minister there have been instances where returned men were finding it necessary to apply to relief offices for assistance in re-establishing themselves into civil life, was informed by Mr. King that "plans are being worked out which, it is our intention, shall be adequate to meet the situation as it is and as it may develop in the future."

Mr. Walker expressed gratification of the Legion that the government has promised to adjust the situation which, he said, "has up to the present been hardly commendable reward for the service these returned sailors, soldiers and airmen have rendered."—The Alberta.

Editor's Note—This is as it should be. Anything less is base ingratitude to the men who offer their lives on the altar, and a black mark on the integrity of the land they represent.

NEW MOTOR PLATE COLORS SETTLED

Alberta motor license plates for the 1941-42 license year will be white numerals on a black background, according to information which has been received by the Alberta Motor Association from the provincial secretary's department. This color combination is expected to be quite attractive and has not been used in this province for some years.

Rebates also will be allowed again this year on plates which are returned to the department. Plates must be turned in by January 10th, next, upon which the province will rebate 20 per cent of the annual license fee.

PARLIAMENTARY NOTES.

by DR. GERSHAW, M.P.

Several of the Cabinet Ministers this week reviewed the war work of their respective departments.

One of the striking records was that of Mr. Macdonald, Minister of Defence for Naval Affairs. When the war started, the number of men on active service in the Canadian Navy was 1,771. Now the total is 13,273. These men are engaged in every work, patrolling our own coast, and in co-operation with the British Navy in European and other waters. Canada has 50,000 soldiers on British soil and not a single troop ship has been lost at sea as the result of enemy action. Last week 775 ships in convoy reached British ports, and in that same week only 5 convoyed ships were lost.

Canadian sailors have won many distinguished honors for bravery and have worked along with the men of the Royal Navy on equal terms in every way. The First Lord of the Admiralty, speaking over the BBC network, said: "We have received invaluable help from the dominions, especially from Canada." Starting with 15 ships, the Canadian Navy has now increased to 105, and by the end of the next fiscal year the strength will be increased by another hundred ships and 10,000 men.

"We took up arms with great reluctance," he said, "and we shall not lay them down until honor weighs the earth again, until we and the other democracies are safe from the menace of Nazi attack and Nazi thralldom."

The Minister of Finance explained that the war would be financed by extremely heavy taxation and by war loans. Expansion of credit cannot be continued after production and employment reach their limits. He said, "Today there is heroism in the air, on the sea, and in the desert of Africa. There is heroism among the common people of the Motherland. Let their example be our inspiration to assume our responsibilities with the same unselfish courage and determination."

Mr. Howe told of the thousands of Canadian plants that were busy with war supplies and equipment. He said he would give particulars of any transaction. A number of irregularities had been called to his attention, and all had been investigated and found to be without foundation. He was most desirous of being informed of anything that had even the appearance of being irregular.

Mr. McKinnon reviewed the wheat situation. He pointed out that the quota system had worked out fairly well and that by the end of the crop year there would be evident space for all of the 1940 crop. In July, 1939, we sold wheat to 11 countries, and in July, 1940, our only customers were the United Kingdom, Portugal and El Salvador. The government has guaranteed the price for wheat and if it is not obtained, the taxpayer absorbs the loss. If there is any profit made, it goes to the wheat producer. The farmer is paid the same rate for storing wheat that the elevator companies get, so by July 1941, the price will have gradually increased to 76 cents at Port William. Many experiments have been carried out with the hope of finding uses for wheat other than for food purposes. Power alcohol can be made from wheat but to do so economically, wheat would need to be sold for 20 cents a bushel.

Albertan Is Wheat King
Chicago—Francis Lloyd Rigby, of Wembley, Alta., won the wheat king title for the third year in a row at the International Livestock Exposition Grand Show. He repeated with Record variety of hard red spring wheat.

HOLD TIGHT AND HANG ON NO MATTER HOW THE GOING—

SPECIALS THAT SHOULD LOOSEN THE PURSE STRINGS—

California Oranges
Medium Size, Dozen . . . 32c
Family Size, 2 Dozen . . . 45c
LEMONS—Dozen . . . 30c
LARD—3 One lb. Bricks . . . 25c

FLOUR
MAPLE LEAF, 98 lb Sack . . . \$2.95
QUAKER, 98 lb Sack . . . \$2.95
ROBIN HOOD, 98 lb Sack . . . \$2.95
ROYAL HOUSEHOLD, 98 lb Sack . . . \$2.95

AYLMER TOMATO SOUP—3 tins . . . 25c
AYLMER VEGETABLE SOUP—3 tins . . . 25c

LET CALIFORNIA ORANGES TAKE THE PLACE OF JAP ORANGES THIS YEAR. THEY ARE SWEET AND WHOLESOME.

Grape Fruit
TEXAS—Pinks, 3 for . . . 25c
ARIZONA—4 for . . . 21c

STRATHMORE TRADING COMPANY
A. D. SHAMPTON, MGR.

Sensationally **NEW, BIG!**

A BIGGER CAR—A BETTER BUY!

NEW Big Bodies . NEW Massive Beauty
NEW Faster Acceleration . NEW Heavy Rigid Frame . NEW Interior Luxury . NEW Stabilizer Ride Control . NEW Soft Shock-Action Springs . NEW Roominess . NEW Vision (glass area increased up to 33%) . NEW Wider Seats . NEW Longer Wheelbase and Springbase.

YOU CAN BUY A '41 FORD FOR LESS THAN ANY OTHER FULL-SIZE CAR IN CANADA

Let's look at the facts on the new Ford car for 1941.

Body? Entirely new and bigger. Wheelbase? Two inches longer! Seating width? Increased as much as seven inches! Better vision? 23% more vision as sedan, 33% more in coupe. Ride? Completely re-engineered for amazing new comfort; new soft, slow-acting springs; new ride stabilizer. Acceleration? Already famous, now "stepped-up" for even faster pick-up.

Add these to new massive beauty and luxury that matches the brilliance of a V-type 8-cylinder engine—plus all-around economy—and you get just one answer.

Arrange right now with a Ford-Mercury dealer to inspect and drive this bigger car, this better buy!

CANADIAN CARS FOR CANADA. No cars sold in Canada utilize a higher percentage of Canadian material and labour than those manufactured by Ford Motor Company of Canada, Limited.

FORD V-8 FOR 1941

Classified Advertising
per line—30c
three lines—\$1.00

READING NOTICES, COMING EVENTS—50c
CARDS OF THANKS, IN MEMORIAM
NOTICES, etc., per line—50c

DISPLAY ADVERTISING RATES
ON APPLICATION

FOR RENT—DWELLING, 3 ROOMS,
halfway Avenue, Apply T. M. West,
Barrister, Strathmore. 10c

FOR SALE—PURE-BRED BOURBON
Red Turkeys, Toms \$100, Hens
\$250. Apply Mrs. H. Nicholson,
Strathmore, Alta. 10c

FOUND—IN FRONT OF STANDARD
Office, one large black driving mitt.
Owner have same by paying
for this advt.

FOR SALE—PURE-BRED TAM,
worn Beards, 6 months old. Apply
Chas. Wyndham, Granger, Alta.

WILL ANYONE HAVING CATTLE
on their premises breed 2M with
bar below on left rib, or branded
26 with bar above on left rib, or 6
on the left hip, kindly notify W.
Merrill, Phone 9124, Strathmore, ds.

LOST—3 GALLON CAN OF STOCK
Up, about 200 yards south of the
Highway, at Keeling's Corner. Find
er please leave at Keeling's Service
Station, Strathmore.

FOR SALE—ONE 22 REPEATING
Rifle, in good working order. Price
\$250. Apply John A. Campbell,
Strathmore, Alta. 10c

WANTED—A 5 ROOMED HOUSE,
Bungalow preferred. Apply the Stan
dard Office.

FOR SALE—CHRISTMAS TREES.
Call at Tony Kemp's and leave your
order now. Large trees for schools.

PHONE M470—
James Morris
FLORIST and SEEDMAN
Cut Flowers For All Occasions
Wedding Bouquets Floral Designs
Seasons, Bulbs, House Plants, Etc.
331A 5th Ave. West, CALGARY

CALGARY KNITTING COMPANY
LIMITED
● FALL AND WINTER SALE ●
containing all giving marvelous val-
ues in Sweater values. Watch the
Calgary Herald Wednesday, Friday
and Saturday's papers.

VANCOUVER, B.C.
Hotel Grosvenor
December— and the thought of a hot
day during the year-end season. Van-
couver invites you to join the festivi-
ties in the mild Coast weather. Hotel
Grosvenor is specially thoughtful of
its guests and makes you stay just as
you would like to have it. Special din-
ners during the Christmas holidays
but excellent meals always in the
bright dining room. Theatre, shops,
business houses, boats and trains are
but five minutes of the hotel. Rates do
not increase during this season.
\$1.50, \$2.00 and up—there's a room
in which you'll feel at home.

Hotel Grosvenor
1000 ST. VERNON ST. VANCOUVER, B.C.

HIRTLE'S THEATRE

FRIDAY AND SATURDAY

DECEMBER 5th and 7th

"MY FAVORITE WIFE"

Irene Dunne, Cary Grant, Ran-
dolph Scott, Gail Patrick.

FRIDAY AND SATURDAY

DECEMBER 13th and 14th

RANGERS OF FORTUNE

Fred MacMurray, Albert Dekker,
Patricia Morrison, Melvrand
Canada Carries On—Series

NEWS & COMEDY

There is no other
tobacco JUST LIKE
OLD CHUM



Church Notes

ST. MICHAEL'S & ALL ANGELS'
CHURCH - STRATHMORE

Rev. Leslie T. H. Pearson, B.A., L.Th.

Dec. 5th—2nd Sunday in Advent

11 a.m.—Holy Communion.

2 p.m.—Sunday School.

Sermon topic—"Adherence."

7:30 p.m. Wednesday—

War Intercession.

9:30 a.m.—Thursday, Holy Communion

UNITED CHURCH OF CANADA

Strathmore—Alberta

Rev. S. H. Hunt, B.A., L.D.

Dec. 5th—Sunday, December 8th, 1940

"Dear Lord and Father of mankind,

Forgive our foolish ways.

Redeem us in your rightful mind;

In pure lives thy service find.

In deeper reverence, praise."—Waltter.

STRATHMORE—

10 a.m.—Morning Worship.

11 a.m.—Sunday School.

NANAIMO—11:30 a.m.

CHEALIDE—2 p.m.

7:30 p.m.—Evening Worship.

SACRED HEART CHURCH

STRATHMORE

Mass every Sunday 10:30 a.m. ex-

cepting first Sunday of the month

when Mass will be at 10 a.m.

CANBELLAND—

First Sunday of the Month. Mass

at 11 a.m.

REV. A. E. ROULEAU, P. P.

CANBELLAND UNITED CHURCH

Rev. R. Clegg, Minister

First Sunday of each month Service

is held at 8 p.m. All other Sundays it

is held at 10 noon.

Don J. MacLean

—AUCTIONEER—

Country Sales A Specialty

Proceeds Promptly Settled

● Reasonable Rates ●

Financial Reference—

Imperial Bank

—PHONES—

CALGARY W1194

Local News Items

Carseland

Ted May, formerly employed by
CPCN, who joined His Majesty's Ser-
vice in the Air Force, has just received
his L. A. C. (Leading Aircraftman).
Ted is on his way Overseas.

Mr and Mrs Ed Werling, formerly
of Strathmore, visiting friends in
this district for a few days.

The November 20th issue of the Al-
berta Gazette announces visitings of
the District Court for Strathmore will
be Monday, March 10th and Monday,
October 20th, 1941.

Mrs Walter Merrett entertained at
bridge Tuesday afternoon, accompa-
nied Miss Mae Hummon, who has
been her guest for the week. Winners
of the high prize for the afternoon was
Mrs Nichol, and Mrs Tommy Cham-
berlain was the lucky guest in a draw.

A group of Strathmore's younger
adults met in the basement of the
United Church last Sunday evening,
with a view to forming an "In-
formation" Club. Though no one has
been chosen yet, they decided to or-
ganize and elected officers. President,
Don Wright; Secretary, Fred Holmes;
Treasurer, Jean May; and a Social
Convener, Doug Strimling. The next
meeting of the group will be held at
the home of Mr and Mrs Holmes on
Tuesday, December 11th. All those in-
terested are invited to attend.

Mrs Ted May spent Tuesday and
Wednesday visiting many friends in
the Strathmore district.

Bruce Gilbert, who is now with the
Postal Corps in Calgary, spent the
week end in Strathmore.

Golf Club Prize Winners

Three Club—Mrs F. Holmes, Mrs
J. Freeman, Gladys Fessenden.
One Club—E. Surgen.
Hidden Hole—M. L. Marcum.
Ladies Foursome—Mrs T. Hughes,
Mrs M. May.

Handicap—Mrs F. Holmes.

Qualifying—Mrs F. Holmes.

Handicap Cup—Mrs F. Holmes.

Runner up—Mrs M. L. Marcum.

Medal—Mrs M. May.

Runner up—Mrs N. White.

Men's Handicap Cup—D. Fessenden.

Medal—Walter Jackson.

Green Score, last Flight—M. L. Marcum.

2nd Flight, Mrs Fessenden.

Men's Gross Score—A. Fessenden.

Medal Foursome—Mrs White, A. Fessenden.

THE CANADIAN LEGION

No. 10 B. E. L.



President—G. A. MacLean.

Soc. Treas.—W. S. Palmer.

Hall Manager—James Swanson.

Meetings held the Second Tuesday

of each month. All eligible welcome

as members.

The Standard's Job Shop at Your Wish

NOTICE TO SUBSCRIBERS

Corrections in the mailing

list are made every six weeks or

two months. If you have sent in

your subscription, and the date is

not changed for a few weeks,

please do not be alarmed unless you

do not get the paper.

COAL

Headquarters

GENERAL TRUCKING - PROMPT SERVICE

JOHN KEELING, Phone 72, Strathmore

NOTICE

The Books of the Town will close

December 16th. Penalties will be ad-

ded to all unpaid bills on that date.

M. E. GARRETT, Sec. Treas.

Town of Strathmore

HUB

BILLIARD ROOM

BOWLING ALLEY

Tobacco and All

Smokers' Necessaries.

STRATHMORE

R. HAMBLBY, Prop.

INTERMEDIATE HOCKEY ORGANIZED

At a very well attended meeting in
the Town Hall, Wednesday evening,
those present, representing both play-
ers, and business men-rooters, decided
that the ones were favorable to
organizing an Intermediate team this
year in Strathmore. Considerable dis-
cussion took place and all kinds of an-
gles were examined. Finally after
nearly a solid hour of debate, a motion
to organize was made, and passed with
strong support. Officers elected for
this term are President, George Pol-
and, Vice-President, Fred Holmes,
Secretary Treasurer, Leonard Hill,
Directors, N. Hansen, A. Reilinger, T.
Wright, A. B. Strimling, and J. W.
Johnson. Appointment of a team man-
ager was left to the Executive. Tommy
Wright was elected for the Club to
meet with other representatives, and
the Council's representative to line-
up rink schedules.

Hervey

Mr Stephen Hissant purchased a new
washer very recently.

The Inspector visited the Hervey
School early this week.

Miss Margie Sadler has been stay-
ing in Calgary the last two weeks.

Sense Sadler's friend have been
hearing from him quite regularly. The
English climate thoroughly agrees
with him. He has gained in lb., he
also has found the English people very
friendly.

Dan Hissenev and W. A. Layercraft
took a truckload of beef cattle to Cal-
gary this week. The latter being con-
gratulated on having top cow in Cal-
gary that day.

There is a new house going up very
fast in this neighborhood. Listen for
the wedding bells.

Mrs Jones found Mrs Smith, wife of
the aviator, in tears.
"What's the matter dear?" she asked
anxiously.

"I'm worrying about Harold, said Mrs
Smith. Harold was her hubby.

He's been trying for a week to lose
his cat, and as a last resort he took
her up in his plane this morning. He
said he would take her up three thou-
sand feet and drop her over the side.
Well, what is there to worry about?
Mrs. Harold isn't home yet, and the
cat is.

WESTERN DEPT. STORE

PHONE 28 STRATHMORE - ALTA. PHONE 28

S. LIBIN - Manager

Fruits and Vegetables

"FOR CREAMING USE CANNATION PEACHES"

APPLES—

McIntosh Reds 5 lbs. .25

Case .169

McIntosh Reds .25

Fancy Wrapped, 4 lbs. .25

Case .210

DELICIOUS—

Cee Wrapped, .205

Case .205

DELICIOUS—

FANCY WRAPPED—

Case .230

ORANGES—SUNKIST—

Size 34, Dozen .20

Size 38, Dozen .22

Size 252, Dozen .22

Any size, half case .240

LEMONS—

Large Size (300) 2 for .05

CRANBERRIES—

2 lbs .55

BANANAS—

2 lbs .22

GRAPES—

No. 1 Eating, 2 lbs .21

PEARS—

Finest Eating, Basket .29

ONIONS—

Spanish Style, 1 lb .05

6 lbs .25

ONIONS—

cooking—

No. 1 Large Size .25

7 lbs .25

GRAPE FRUIT—

Size 80—4 for .25

SAUSAGE—BURNS—

2 Tins .45

SAUSAGE—Swifts—

2 Tins .39

BACON—

Sliced, 1 lb .28

BOLOGNA—

Sliced, 2 lbs .29

Canada



With grim determination this young
and virile nation dons her armour . . . buckles
on her sword. From coast to coast the tempo
of Canada's war effort accelerates. Tanks,
planes, shells, foodstuffs and equipment of
every kind are being rushed and massed
for victory. Canada means business.

Personal sacrifice must match this national effort.

Yours is the duty of providing the dollars
so vital to Canada's war needs. Yours is the
duty to save . . . that you may be ready and
able to lend your money to the nation when
the call for money comes.

Money, no less than men and machines,
is a decisive factor in this war. Thrift is a
national necessity.

Save for Victory

THE ROYAL BANK OF CANADA

Hotel York
CALGARY
EXCELLENT COFFEE SHOP
ALSO OPERATING
HOTEL ST. REGIS
RATES \$1 and \$1.50—WEEKLY and MONTHLY RATES

Risdon's Machine WORKS

RESIDENCE
PHONE 2783

BUSINESS
PHONE 2782

GENERAL MACHINISTS AND WELDERS

ELECTRIC AND ACETYLENE WELDING

—CYLINDER REBORING—
ALL WORK GUARANTEED